



Catalog Updates

Our new catalog is bursting with new items!!!

Your Rep has your Catalog(s) and will be scheduling a time to review the highlights with you.

Here's a sneak preview!

- Mouldings, Corbels, and Legs
- 39" high Wall Cabinets
- Wall Pull Out Peg Board
- Wine Wall Style X
- Base Pull Out Tray Divider
- Tall Lid Storage
- 2 Drawer Base Cabinets
- 2 Drawer Base Cabinet with Hidden Drawer
- Base 2 Drawer with Drawer Divider Inserts
- Blind Corner Base with Chrome Slide Out
- Recycle Center with Bag Storage
- Base Super Organizer
- Base Cookware Organizer
- Base Pull Out Peg Board
- Bow Front Cabinets
- Create a Table
- 90", 93" and 96" High Tall Cabinets
- Tall Microwave Cabinets
- Arched Raised Panel Valances
- Nordic Valance
- Pull Out Tray Divider
- Tall Lid Storage
- Undersink Pull out
- Undersink Caddy
- Undersink Radius Shelf
- Drawer Divider Inserts
- Cookware Organizer
- Spice Jars and Holders
- Vanity Pull Out Storage
- Bow Front Vanities
- Furniture Sink Table
- Hall Trees

*NOTE FROM DEALER SERVICES: Please remember to check acknowledgements, including pricing, for accuracy. It's much easier to correct a discrepancy before the order goes into production.

INCLUDED IN THIS MAILING:

Custom Update
Accessories Piece
Catalog Update Pages
Custom Literature

CUSTOM LEAD-TIMES

Standard: 8-9 weeks

CURRENT CUSTOM 2020 CATALOG

b_cust81 or b_elan81

new catalog will be available in July 2009.

NEED MORE NEWSLETTERS?

Call 319-268-2592, or Fax 888-238-2157.

CUSTOMUPDATE

PO Box 2280, Waterloo, IA 50704 • Tel: 319.268.2592 • Fax: 888.238.2157

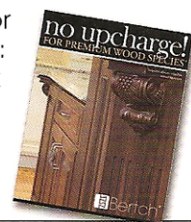
New Custom Literature!

In an effort to sharpen our focus on Custom, we have created a new piece of literature, showcasing our designers' talents in homes across the country. This is a beautiful 110-page book available for \$15 (list) apiece. We will also be offering the old Custom literature for \$1 (net) apiece, plus shipping cost, while supplies last!



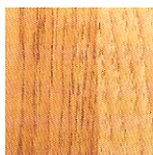
No Upcharge on Premium Wood Species!

From June 1st to July 31st there will be **no upcharge** for select species of wood. These wood species include: Alder, Select Alder, Cherry, Maple, Quartersawn Oak and Red Birch. You should already have received a counter card regarding this promo. If additional cards are needed contact dealer service; they are available at no charge while supplies last.



Standard Finish Color Update!

We have added a variety of finish color options, which include: Harvest, Salsa, Scarlet and Biltmore. Due to limited sales we are discontinuing the following: Laurel, Rustic Red, Goldenrod and all low pressure laminates.



Harvest



Salsa



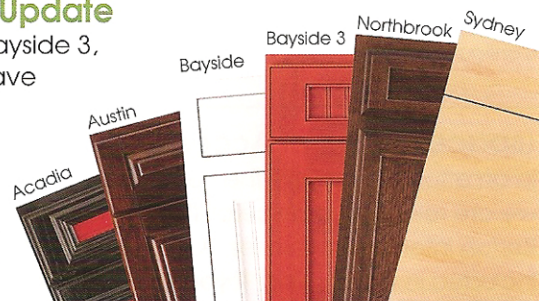
Scarlet



Biltmore

Standard Door Style Update

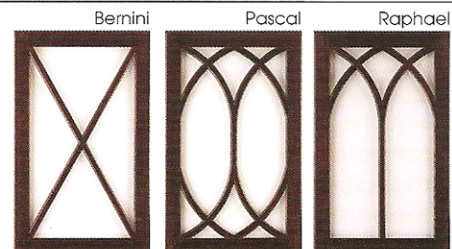
Acadia, Austin, Bayside, Bayside 3, Northbrook and Sydney have been added to the catalogue in the standard door section.



We have also decided to discontinue several door styles, including Chalon, Dakota, Easton, Gemini, Longbeach, Longbeach 3, Manhattan, and Westbrook. We still have the capabilities to produce these door styles if needed. However, we are no longer actively promoting them.

New Mullion Door Styles!

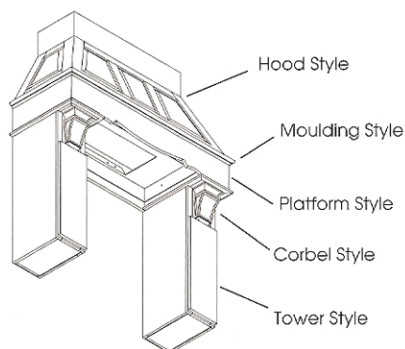
In addition to several standard door styles, we have also introduced some new mullion door styles; Bernini, Pascal and Raphael.



Our associates will be celebrating Independence day with our families, so our offices will be closed on Friday, July 3rd. Have a safe and happy holiday!

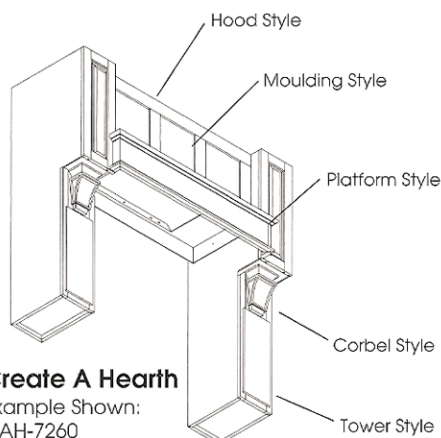
IT'S EASY AS 1-2-3

We're excited about our new program, recently introduced at the KBIS Show in Atlanta, that let's you create your own Wood Hoods, Hearths and Tables. It's really is as easy as 1,2,3... with only 6 steps to create your Wood Hood, Hearth or Table. Go to pages 300-10 thru 300-11 for the Wood Hoods, pages 300-12 thru 300-13 for the Hearths, and pages 700-9 thru 700-13 for the Tables. Below are examples of custom created Wood Hoods, Hearths, and Tables.



Create A Wood Hood

Example Shown:
CAWH-6042
Traditional Style



Create A Hearth

Example Shown:
CAH-7260
Traditional Style

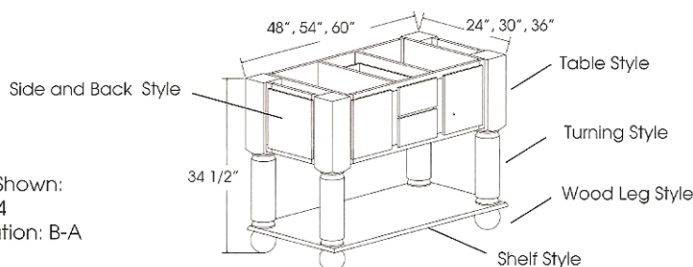


Table B

Example Shown:
CATB-4824
Configuration: B-A

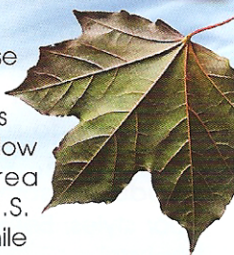
(spaces) Book of Accessories

In an effort to highlight the numerous design options, we are releasing a piece of literature focused on Bertch interior accessories. A copy of "Spaces" is included in this mailing. If you'd like to purchase more, please contact dealer services.



BERTCH IS CARB COMPLIANT! PASS IT ON!

If your customers are interested in the materials we use to build our cabinets, we are CARB compliant. The "California Air Regulatory Board" (CARB) has standards concerning plywood and board panels being "Ultra-low emitting formaldehyde" (ULEF) or "No added urea formaldehyde" (NAUF). The strict standards for U.S. manufacturers make our cabinets safe for families, while the same may not be true for imported cabinets. You may want to be caution with any imported products you bring into your showrooms or customers' homes.



New Color Chips

We recently redesigned our color chips to include a more detailed profile. The new profile does an excellent job of displaying glaze applications.



Quote Requests

We offer the service of quoting cabinets that can not be priced using our standard modifications found in the catalog.

When requesting a quote, please fill out the entire header portion of the quote request form located in the "Forms" section of the Custom catalog and fax that along with a detailed drawing.

Design Notes

If you are ordering a door style with moulding in the inset series, your drawer fronts will be solid. If you want the moulding applied, please specify and also where you want the moulding. **EXAMPLE: Moulding on outside perimeter or placed to line up with the door moulding.**

If ordering peg doors, be sure to specify placement. **EXAMPLE: centered in 4 corners.** Also, do you want the pegs flush or raised, and square or diamond shaped? It is a 5% upcharge to the order.

Storage Fees

ATTENTION CPU CUSTOMERS:

Due to a limited amount of space, beginning June 1st, 2009, orders need to be picked up within seven days of receiving notification that the product is ready. On the eighth day, an invoice will be sent to you for a storage fee of \$150. This fee will continue to be assessed weekly until the order is picked up.